

MARKETING (MKT)

MKT 201 Introduction to Marketing (3 CR.)

Introduces students to the discipline of marketing and the need to create customer value and relationships in the marketplace. Presents an overview of the marketing principles and management strategies, along with the analytical tools used by organizations in the creation of a marketing plan. Lecture 3 hours per week.

Credit for Prior Learning available for this course. More information at <https://www.nvcc.edu/admissions/cpl.html>.

MKT 215 Sales and Marketing Management (3 CR.)

Emphasizes the relationship of professional sales skills and marketing management techniques to successful profit and nonprofit organizations. Focuses on challenges connected with the sales and distribution of products and services, including pricing, promotion, and buyer motivation. Demonstrates uses of the Internet to enhance marketing. Studies legal and ethical considerations. Introduces sales management in planning, organizing, directing, and controlling for a well-coordinated sales effort. Lecture 3 hours per week.

Credit for Prior Learning available for this course. More information at <https://www.nvcc.edu/admissions/cpl.html>.

MKT 216 Retail Organization & Management (3 CR.)

Examines the organization of the retail establishment to accomplish its goals in an effective and efficient manner. Includes study of site location, internal layout, store operations, and security. Examines the retailing mix, the buying or procurement process, pricing, and selling. Studies retail advertising, promotion, and publicity as a coordinated effort to increase store traffic. Lecture 3 hours per week.

MKT 221 Public Relations (3 CR.)

Introduces public relations as a marketing activity and focuses on media relations, publicity, strategic planning, public relations research, communication with multiple audiences, and the elements of an effective public relations campaign to influence public opinion. Equips students with the basic skills for writing publicity materials and coordinating public relations campaigns and media kits. This course applies basic writing and communication skills to the principles of public relations. This is an upper level course intended for students planning to study in this or a related field. This course is cross-listed with CST 221. Credit will not be awarded for both. 3 hours per week.

Credit for Prior Learning available for this course. More information at <https://www.nvcc.edu/admissions/cpl.html>.

MKT 227 Merchandise Buying And Control (3 CR.)

Studies the merchandising cycle. Explores techniques used in the development of buying resources, merchandising plans, model stock, unit control, and inventory systems. Highlights merchandise selection, policy pricing strategies, and inventory control methods. Lecture 3 hours per week.

MKT 228 Promotion (3 CR.)

Presents an overview of promotion activities including advertising, visual merchandising, publicity, and sales promotion. Focuses on coordinating these activities into an effective campaign to promote sales for a particular product, business, institution, or industry. Emphasizes budgets, selecting media, and analyzing the effectiveness of the campaign. Lecture 3 hours per week.

MKT 275 International Marketing (3 CR.)

Examines the role of the multinational firm, as well as the environments in which they operate. Covers such factors as exchange rates, government foreign trade policy, and social-cultural factors. Compares international market planning with domestic market planning. Lecture 3 hours per week.

MKT 282 Principles of E-Commerce (3 CR.)

Studies online business strategies, and the hardware and software tools necessary for Internet commerce. Includes the identification of appropriate target segments, the development of product opportunities, pricing structures, distribution channels and the execution of successful marketing strategies. Lecture 3 hours per week.

MKT 284 Social Media Marketing (3 CR.)

Prerequisite is an understanding of basic marketing, computer and business activities is desirable. Surveys the use of social networks and online communities such as blogs, wikis, virtual events that allow companies to expand their interaction with customers and develop relationships with collaborative communities. Emphasizes the ongoing transformation of the way companies adjust their marketing plans to improve interaction with customers online. Lecture 3 hours per week.